CLAIMS

1. A method for operating at least one information display unit (14), a control unit (9) controlling duration of, and selection between, various still picture and video messages being displayed by said display unit (14), said control unit (9) operating in accordance with at least one timing algorithm based on socio-economic and behavioural parameters, whereby said messages are selected, changed, prolonged, repeated and deleted dependent on values of said parameters,

characterized in that at least one sensor (13, 16) mounted near said display unit (14) delivers to said control unit (9) which is an independent local control unit (9), signals representative of any of

a) at least one environmental parameter,

b) at least one behavioural parameter, and

c) at least one environmental parameter and at least one behavioural parameter, said at least one timing algorithm also being based on possible environmental parameters and being operative to provide display control on the basis of said signals, thereby to provide independent message control and to adapt message selection, change, duration and frequency to a current parameter situation.

2. The method of claim 1,

characterized in that said timing algorithm is based on statistical data regarding the visiting frequency of specific socio-economic people groups in a viewing area of said display unit (14).

3. The method of claim 1,

characterized in that said independent control unit (9) acts in a signal transport network to modify said independent message control on the basis of information transferred via said network from other control units (1) attached to respective display units (14'), regarding their local parameter values.

4. The method of claim 1,
characterized in that sensors (13, 16) mounted near at least two display units (14, 14') provide a basis for sequencing messages to be displayed in time dependency from one display unit (14) to the other (14'), said at least one timing algorithm being operative to interrelate behavioural and/or environmental parameter values detected at several display unit sites, respective control units (9, 1) attached to said display units (14, 14') being interconnected via a communications network, for instance a telephone network or Internet.

5. An information display system comprising at least one information display unit (14), a control unit (9) controlling duration of, and selection between, various still picture and video messages being displayed by said display unit (14),said control unit (9) being equipped with at least one timing algorithm for selecting, changing, prolonging, repeating and deleting respective messages on the basis of currently valid socio-economic and behavioural parameter values held in store by said control unit (9),
characterized by at least one sensor (13, 16) mounted near said display unit (14) to deliver to said control unit (9) which is an independent local control unit (9), signals representative of any of
a) at least one environmental parameter,
b) at least one behavioural parameter, and
c) at least one environmental parameter and at least one behavioural parameter, said at least one timing algorithm also being based on possible environmental parameters and being operative to provide display control on the basis of said signals, thereby to provide independent message control and to adapt message selection, change, duration and frequency to a current parameter situation.

6. The system of claim 5,
characterized in that said independent control unit (9) is a node in a signal transport network, thereby being able to modify said independent message control on the basis of information transferred via said network from other control units (1) attached to respective display units (14') regarding their local parameter values.

7. The system of claim 5,

characterized by sensors (13, 16) mounted near at least two display units (14, 14') to provide a basis for sequencing messages to be displayed in time dependency from one display unit (14) to the other (14'), said at least one timing algorithm being operative to interrelate behavioural and/or environmental parameter values detected at several display unit sites, respective control units (9, 1) attached to said display units (14, 14') being interconnected via a communication network, for instance a telephone network or Internet.